



## **IN-PROJECT COMMUNICATION FOR CONTRACTORS**

### Course Syllabus

#### **SESSION 1: PROFESSIONAL COMMUNICATION**

- How to Write Right
  - The Hidden Rules
  - Primacy & Recency
  - Answering The So-What Question
- Finding Your Voice
  - The Importance of Professionalism
  - Finding Your Voice
  - Commit to What You Can Control
- The Message Itself
  - Increasing Your Odds of a Response
  - The Fader Method (Choosing Your Words)
  - The Importance of Notice
  - Before You Hit <Send>
- The Conversation
  - Your Toughest Adversary
  - Yes...and
  - Wait

#### **SESSION 2: STRATEGIC EXECUTION**

- Your Audience
  - Sonder & Motivation
  - The Importance of Giving Choice
  - Gaining Consensus
  - Rule #1
- The Cape & The Compass
  - Playing Your Best Role
  - The GPS Method
  - The Script for Breaking the Silence
  - Making & Responding to a Claim